New Orleans is a city well-known for its delectable food and unique culture. Most people think of it as a party city because of annual festivals like Mardi Gras. But for many decades, New Orleans has been on the heart of Southern Baptists. Even though much has been done to impact the city with the Gospel, more Southern Baptist churches are needed as only about 12 percent of the population identify as evangelical. George and Joy Ross, New Orleans Send City missionaries, seek to reverse that trend by facilitating the planting of new churches. Along with discovering and encouraging church planters, George also helps oversee some of the compassion ministries that take place across the city through Send Relief.

THE COOPERATIVE PROGRAM is the financial fuel for reaching every person for Jesus Christ in every town, every city, every state, and every nation. Your support through the Cooperative Program helps make the ministry of George and Joy, as well as other missionaries, possible.

PRAY that the Lord will encourage George and Joy and that more missionaries will be called to and sent out from the city of New Orleans.